



JFW

3627/8

CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8			
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on the below date:			
Date: July 13, 2006	Name: James P. Naughton	Signature:	

BRINKS  
HOFER  
GILSON  
& LIONE

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: William Gross

Appln. No.: 09/765,270

Filed: January 18, 2001

For: SYSTEM AND METHOD FOR RANKING ITEMS

Attorney Docket No: 9623/656

Examiner: Joseph A. Fischetti

Art Unit: 3627

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

## TRANSMITTAL

Sir:

**Attached is/are:**

Check for \$180.00; Fifth Supplemental Information Disclosure Statement (2 pgs.); PTO 1449 Form (1pg.) and copy of four listed reference F13-F16.  
 Return Receipt Postcard

**Fee calculation:**

No additional fee is required.  
 Small Entity.  
 An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_-month extension of time under 37 C.F.R. § 1.136(a).  
 A petition or processing fee in an amount of \$\_\_\_\_\_ under 37 C.F.R. § 1.17(\_\_\_\_\_.)  
 An additional filing fee has been calculated as shown below:

	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Small Entity		Not a Small Entity		
					Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$25=			x \$50=	
Indep.		Minus			x 100=			x \$200=	
First Presentation of Multiple Dep. Claim					+\$180=			+\$360=	
					Total	\$	Total	\$	

**Fee payment:**

A check in the amount of \$180.00 is enclosed.  
 Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_ . A copy of this Transmittal is enclosed for this purpose.  
 The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Date

7/13/06

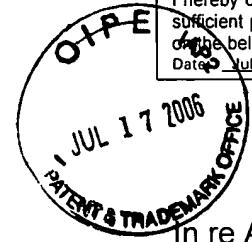
Respectfully submitted,

James P. Naughton (Reg. No. 30,665)  
Brinks Hofer Gilson Lione

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Date: July 13, 2006 Name: James P. Naughton Signature: *J. Naughton*

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln of: William Gross

Serial No.: 09/765,270

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For: SYSTEM AND METHOD FOR  
RANKING ITEMS

Group Art Unit: 3627

Docket No. 9623/656

FIFTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Fifth Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

U.S. PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
US 5,826,260	10/20/1998	Byrd et al.
US 5,937,392	08/10/1999	Alberts
US 5,948,061	09/07/1999	Merriman et al.
US 6,009,409	12/28/1999	Adler et al.
US 6,009,410	12/28/1999	LeMole et al.
US 6,138,155	10/24/2000	Davis et al.
US 6,272,507 B1	08/07/2001	Pirolli et al.
US 6,295,061 B1	09/25/2001	Park et al.
US 6,379,251 B1	04/30/2002	Auxier et al.
US 2002/0099812 A1	07/25/2002	Davis et al.
US 6,880,123 B1	04/12/2005	Landsman et al.
US 6,892,238 B2	05/10/2005	Lee et al.

180.00 op

07/18/2006 RMEBRAHT 00000031 09765270

01 FC:1806

## NON-PATENT DOCUMENTS

"Google AdSense - Glossary", downloaded from the Internet on April 3, 2006 at:  
<https://www.google.com/adsense/glossary>, dated 4/3/06, pp. 1-6.

Lohse, Gerald L., et al., "Quantifying the Effect of User Interface Design Features on Cyberstore Traffic Sales", *CHI '98*, Los Angeles, CA, April 18-23, 1998, pp. 211-218.

Risden, K. et al., "Interactive Advertising: Patterns of Use and Effectiveness", *CHI '98*, Los Angeles, CA, April 18-23, 1998, pp. 219-224.

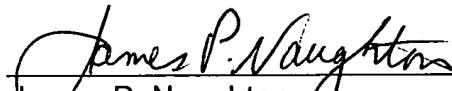
Surendra N. Singh, et al. "Web Home Pages as Advertisements", *Communications of The ACM*, August 1999, Vol. 42, No. 8, Pages 91-98.

In accordance with 37 C.F.R. § 1.97(g), (h), this Fifth Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

Applicant has further calculated a processing fee in the amount of \$180.00 to be due under 37 C.F.R. §1.97(c)(2) in connection with the filing of this Statement. Applicant has enclosed a check covering this fee, or authorized charging the fee to a deposit account, as indicated in the Transmittal accompanying this Statement.

Applicant respectfully requests that the listed documents be made of record in the present case.

Respectfully submitted,

  
\_\_\_\_\_  
James P. Naughton  
Registration No. 30,685  
Attorney for Applicant

BRINKS HOFER GILSON & LIONE  
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Chicago, IL 60610  
Tel. (312) 321-4200  
Fax (312) 321-4299



FORM PTO-1449 LIST OF PATENT PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	SERIAL NO. 09/765,270	CASE NO. 9623/656
	FILING DATE Jan 18, 2001	GROUP ART UNIT 3627
	APPLICANT(S): William Gross	

**REFERENCE DESIGNATION**      **U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
F1	US 5,826,260	10/20/1998	Byrd et al.		
F2	US 5,937,392	08/10/1999	Alberts		
F3	US 5,948,061	09/07/1999	Merriman et al.		
F4	US 6,009,409	12/28/1999	Adler et al.		
F5	US 6,009,410	12/28/1999	LeMole et al.		
F6	US 6,138,155	10/24/2000	Davis et al.		
F7	US 6,272,507 B1	08/07/2001	Pirolli et al.		
F8	US 6,295,061 B1	09/25/2001	Park et al.		
F9	US 6,379,251 B1	04/30/2002	Auxier et al.		
F10	US 2002/0099812 A1	07/25/2002	Davis et al.		
F11	US 6,880,123 B1	04/12/2005	Landsman et al.		
F12	US 6,892,238 B2	05/10/2005	Lee et al.		

**FOREIGN PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO

EXAMINER INITIAL	OTHER ART – NON PATENT LITERATURE DOCUMENTS (Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
	F13	"Google AdSense - Glossary", downloaded from the Internet on April 3, 2006 at: <a href="https://www.google.com/adsense/glossary">https://www.google.com/adsense/glossary</a> , dated 4/3/06, pp. 1-6.
	F14	Lohse, Gerald L., et al., "Quantifying the Effect of User Interface Design Features on Cyberstore Traffic Sales", CHI '98, Los Angeles, CA, April 18-23, 1998, pp. 211-218.
	F15	Risden, K. et al., "Interactive Advertising: Patterns of Use and Effectiveness", CHI '98, Los Angeles, CA, April 18-23, 1998, pp. 219-224.
	F16	Surendra N. Singh, et al. "Web Home Pages as Advertisements", Communications of The ACM, August 1999, Vol. 42, No. 8, Pages 91-98.

EXAMINER	DATE CONSIDERED

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.